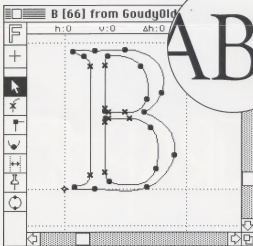# FONTOGRAPHER

PROFESSIONAL TYPEFACE AND LOGO DESIGN

Create PostScript Fonts & Logos with Fontographer

Fontographer® has been the standard for professional typeface and logo design on the Macintosh™ since its introduction in 1986. With Fontographer, it is easy to create new typefaces. Or add your logo to existing typefaces. Even make a picture font using scanned-in line art as a tracing template. Everything in this flyer was produced with Fontographer fonts and another Altsys-developed program, Aldus FreeHand™, so you can see some of the possibilities.

Using Fontographer's drawing tools, you can create a professional quality PostScript character in minutes. Many complete logos take less than an hour. You can print on any PostScript compatible printer, including the LaserWriter™ and the Linotronic™ 100/300. Fontographer characters are defined with precise Bézier curves and straight lines, so your work looks good at any size or resolution.

Three independent drawing layers are shown for each character. The foreground layer shows the character being drawn, while the background shows an optional scanned image for use as a drawing guide. The guideline layer contains construction lines such as x-height and cap lines. A full set of editing tools is completely integrated with the Macintosh user interface so learning time is minimal, but a comprehensive user's guide offers in-depth explanations.

Three types of windows present all the information you need. The font window shows each letter in relation to the others and allows operations on groups of characters. The character editing window shows the character outline as you draw it, and allows interactive editing. The character metrics window previews several characters at once so you can easily set up character spacing. Kerning pairs are quickly created or changed here, and zero-width characters (for overstrike accents) can be adjusted precisely.

Combine multiple characters into a single keystroke for complex logos or foreign accented characters with unlimited compositing facilities. Characters from the built-in printer fonts may be used in your own forms as well. All characters can be filled with any shade of gray (in 15 steps), and may be outlined as well.

When your font is complete, a click of the mouse generates a PostScript font file which can be used on any PostScript printer. Bitmap fonts are generated automatically at any size from 1 point to 127 points. They can be used as generated, or hand-tuned with our bitmap font editor FONTastic Plus (recommended, but not required). Fontographer's fonts work just like any other PostScript fonts to give you fast, high-resolution printing.

Fontographer differs from other PostScript-generating drawing programs in that it makes fonts directly. For any job involving custom lettering or for logos, this means greatly improved productivity. Characters from a font may be typed directly on the keyboard instead of using Place commands and individually positioning each letter. They can be used in ANY program (even low-end word processing programs), and always print at the proper size and alignment.

Fontographer. The tool you need to make professional quality PostScript fonts and logos. Requires Macintosh 512K Enhanced, Plus, SE or II. Hard disk recommended.

ALTSYS CORPORATION

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Suggested retail price is $395.00.

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